

# WAIS Inc

*Wide Area Information Servers*

## October 1994 Financial Results and Forecast

### REVENUES

Revenues for October were \$80,000; we are now forecasting Q2 revenues of \$646,000 and \$3,500,000 for the year. Planned revenues for Q2 and the year were \$518,000 and \$3,000,000.

Bookings for the quarter have been lower than we expected at the beginning of the quarter and the bookings and pipeline mix is presently higher in production services than we had been expecting. If our revenue mix continues to move to less product sales (Vs production services), our production services staff (contractors and employees) will have to be increased to deliver the production services projects on time.

We currently have a backlog of \$738,000, \$352,000 of which should be Q2 revenue as we complete projects in progress.

### EXPENSES

October expenses were \$151,000 Vs planned expenses of \$159,000. Production Services expenses were higher than plan by \$11,000, reflecting the contractors hired to complete the CMP project.

The new forecast for FY 95 expenses is \$2,793,000 Vs the original plan of \$2,415,000. The forecast increase is primarily for additional people we now expect to hire by the end of the year. The original forecast was to have 30 full time employees by the end of the year; we now expect to have 37-- 2 more in Marketing & Sales, 3 more in the Washington office, 3 more in Production Services, and 1 less in Development.

### CASH

Our cash balance at the end of the month was \$424,000, which was \$219,000 higher than in the plan. This reflected year to date revenues which are \$319,000 higher than planned. We are forecasting a cash balance of \$327,000 at the end of the fiscal year, Vs \$288,000 in the FY95 plan.

**WAIS, Inc.**  
**October 1994 Balance Sheet**  
**11/28/94**

	<u>Actual</u>	<u>Budget</u>	<u>Difference</u>
<i>Current Assets:</i>			
Cash	\$424,339	\$205,421	\$218,918
Accounts Receivable	323,954	140,463	183,491
Deposits & Prepays	29,389	15,000	14,389
<u>Total Current Assets</u>	<u>777,682</u>	<u>360,884</u>	<u>416,798</u>
<i>Fixed Assets:</i>			
Furniture	9,064	9,741	(677)
Equipment & Software	115,836	119,276	(3,440)
Production Services	7,670	8,301	(631)
Accumulated Depreciation	(42,081)	(41,767)	(314)
<u>Net Fixed Assets</u>	<u>90,489</u>	<u>95,551</u>	<u>(5,062)</u>
<i>Other Assets</i>	3,497	3,815	(318)
<u>Total Assets</u>	<u>871,668</u>	<u>460,250</u>	<u>411,418</u>
<i>Current Liabilities:</i>			
Accounts Payable	50,235	37,831	12,404
Accounts Receivable Line of Credit	-	-	-
Note Payable	48,711	48,711	-
Deferred Revenue	-	79,253	(79,253)
Accrued Income Taxes	312,569	89,336	223,233
<u>Total Current Liabilities</u>	<u>411,515</u>	<u>255,131</u>	<u>156,384</u>
<i>Shareholders' Equity:</i>			
Paid in Capital	25,000	25,000	-
Current Year Income (Loss)	397,485	134,003	263,483
Retained Earnings (Deficit)	37,668	46,116	(8,448)
<u>Total Equity</u>	<u>460,153</u>	<u>205,119</u>	<u>255,035</u>
<u>Total Liabilities &amp; Equity</u>	<u>\$871,668</u>	<u>\$460,250</u>	<u>\$411,419</u>

**WAIS, Inc.**  
**Income Statement for the Month of October 1994**  
**11/28/94**

Month of October			4 Months Year to Date			
<u>Actual</u>	<u>Budget</u>	Better (Worse)		<u>Actual</u>	<u>Budget</u>	Better (Worse)
			<i>Revenue:</i>			
\$57,400	\$155,556	(\$98,156)	Products	\$693,033	\$627,778	\$65,255
15,047		15,047	Government Contract	157,532		157,532
8,000	13,000	(5,000)	Production Services	146,000	150,000	(4,000)
			International	100,000		100,000
80,447	168,556	(88,109)	Total Revenue	1,096,565	777,778	318,787
			<i>Gross Margin</i>			
80,447	168,556	(88,109)		1,096,565	777,778	318,787
			<i>Expenses:</i>			
31,183	35,252	4,069	Marketing & Sales	63,696	133,937	70,241
7,118	5,800	(1,318)	Washington Office	23,657	23,200	(457)
34,346	23,114	(11,232)	Production Services	71,960	89,164	17,204
40,973	50,407	9,434	Development	99,899	139,896	39,997
36,887	44,061	7,174	G&A	111,466	168,243	56,777
150,507	158,634	8,127	Total Expenses	370,678	554,440	183,762
(70,060)	9,923	(79,983)	<i>Net Operating Income (Loss)</i>	725,887	223,339	502,549
688		688	Interest Income (Expense)	1,764		1,764
(69,372)	9,923	(79,295)	Pretax Income (Loss)	727,651	223,339	504,313
(20,524)	3,969	24,493	Income Taxes	330,166	89,336	(240,830)
(\$48,848)	\$5,954	(\$54,802)	<i>NET INCOME (LOSS)</i>	\$397,485	\$134,003	\$263,482

Report 1  
27-Nov-94

WAIS, Inc.  
FY1995 Income Statement Forecast

	Actual												Total
	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	Dec-94	Jan-95	Feb-95	Mar-95	Apr-95	May-95	Jun-95	
<b>REVENUE</b>													
Products	\$137,000	\$163,750	\$334,883	\$57,400	\$196,000	\$370,000	\$150,000	\$177,778	\$177,778	\$222,222	\$222,222	\$222,222	\$2,431,255
Government Contract	\$2,062	1,237	139,186	\$15,047									157,532
Production Services	50,000	20,000	68,000	8,000			50,000	161,000	46,000	90,000	112,000	235,000	840,000
International			100,000										100,000
<b>Total Revenue</b>	<b>189,062</b>	<b>184,987</b>	<b>642,069</b>	<b>80,447</b>	<b>196,000</b>	<b>370,000</b>	<b>200,000</b>	<b>338,778</b>	<b>223,778</b>	<b>312,222</b>	<b>334,222</b>	<b>457,222</b>	<b>3,528,787</b>
			1,016,118			646,447			762,556			1,103,667	3,528,787
<b>COST OF GOODS SOLD</b>													
Subcontractors													
<b>Total Cost of Goods</b>	<b>189,062</b>	<b>184,987</b>	<b>642,069</b>	<b>80,447</b>	<b>196,000</b>	<b>370,000</b>	<b>200,000</b>	<b>338,778</b>	<b>223,778</b>	<b>312,222</b>	<b>334,222</b>	<b>457,222</b>	<b>3,528,787</b>
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Marketing & Sales	5,011	7,679	19,825	31,183	41,707	75,167	67,653	95,872	76,622	73,544	99,644	80,794	674,701
Washington Office	4,695	4,528	7,316	7,118	10,150	22,300	22,250	22,250	22,250	22,250	22,250	22,250	189,608
Production Services	6,370	7,589	23,656	34,346	64,319	59,655	60,821	65,226	63,643	63,782	64,199	577,387	
Development	15,273	15,405	28,248	40,973	46,599	63,794	77,488	71,838	78,838	78,838	78,838	78,838	674,971
G&A	15,431	37,128	22,020	36,887	39,331	52,052	57,627	71,827	75,827	110,210	75,910	81,910	676,159
<b>Total Expenses</b>	<b>46,779</b>	<b>72,329</b>	<b>101,065</b>	<b>150,507</b>	<b>202,106</b>	<b>272,968</b>	<b>285,839</b>	<b>327,013</b>	<b>317,180</b>	<b>348,625</b>	<b>340,425</b>	<b>327,991</b>	<b>2,792,827</b>
<b>Net Operating Income/(Loss)</b>	<b>142,283</b>	<b>112,658</b>	<b>541,004</b>	<b>(70,060)</b>	<b>(6,106)</b>	<b>97,032</b>	<b>(85,839)</b>	<b>11,764</b>	<b>(93,402)</b>	<b>(36,402)</b>	<b>(6,202)</b>	<b>129,231</b>	<b>735,960</b>
													21%
Interest Income ( Expense)	342	354	381	688	(5,228)								(3,463)
<b>Pretax Income/(Loss)</b>	<b>142,625</b>	<b>113,012</b>	<b>541,385</b>	<b>(69,372)</b>	<b>(11,334)</b>	<b>97,032</b>	<b>(85,839)</b>	<b>11,764</b>	<b>(93,402)</b>	<b>(36,402)</b>	<b>(6,202)</b>	<b>129,231</b>	<b>732,497</b>
<b>Income Taxes</b>	<b>62,755</b>	<b>49,725</b>	<b>238,209</b>	<b>(20,524)</b>	<b>(4,987)</b>	<b>42,694</b>	<b>(37,769)</b>	<b>5,176</b>	<b>(41,097)</b>	<b>(16,017)</b>	<b>(2,729)</b>	<b>56,862</b>	<b>332,299</b>
<b>NET INCOME/(LOSS)</b>	<b>\$79,870</b>	<b>\$63,287</b>	<b>\$303,175</b>	<b>(\$48,848)</b>	<b>(\$6,347)</b>	<b>\$54,338</b>	<b>(\$48,070)</b>	<b>\$6,588</b>	<b>(\$52,305)</b>	<b>(\$20,385)</b>	<b>(\$3,473)</b>	<b>\$72,369</b>	<b>\$400,199</b>

**WAIS, Inc.**  
**FY1995 Sources & Uses of Cash Forecast**

A/R Days: 25

	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	Dec-94	Jan-95	Feb-95	Mar-95	Apr-95	May-95	Jun-95	Total
<b>Beginning Cash Balance</b>	\$134,341	\$191,943	\$201,450	\$320,456	\$424,338	\$275,632	\$485,632	\$308,968	\$469,932	\$221,423	\$282,790	\$236,497	\$134,341
<b>Sources of Cash</b>													
Revenues	189,062	184,987	642,069	80,447	196,000	370,000	200,000	338,778	223,778	312,222	334,222	457,222	3,528,787
Less accounts receivable increa	(95,887)	(28,590)	(288,526)	190,072	(51,465)	146,753	(79,667)	141,667	(115,648)	95,833	(73,704)	(18,333)	(177,496)
Accounts Receivable Line of Cr													
Current Liability Increases	73,107	(19,880)	142,494	(32,458)	(56,589)	59,938	(43,247)	25,835	(67,847)	(16,595)	23,371	44,012	132,142
Retained Earnings Changes			6,119										6,119
Paid in Capital Increases													
<b>Total Sources</b>	166,282	136,517	502,156	238,061	87,946	576,690	77,087	506,280	40,283	391,461	283,889	482,901	3,489,552
<b>Uses of Cash</b>													
Operating expenses	46,437	71,975	100,684	149,819	207,334	272,968	285,839	327,013	317,180	348,625	340,425	327,991	2,796,290
Less Depreciation	(2,598)	(2,828)	(3,020)	(3,582)	(4,512)	(5,707)	(6,319)	(6,875)	(7,291)	(7,513)	(7,513)	(7,930)	(65,689)
Income taxes	62,755	49,725	238,209	(20,524)	(4,987)	42,694	(37,769)	5,176	(41,097)	(16,017)	(2,729)	56,862	332,299
Deposits & Prepads Increases	(3,480)		38,663	(11,669)									23,514
Furniture			4,323			5,000	16,735			5,000			31,058
Equipment & Software	5,627	8,218		20,215	28,500	25,000	7,000	15,000					109,560
Production Services Assets			4,369		5,000	15,000	5,000	5,000	15,000	5,000		15,000	69,369
Other Asset Increases	(62)	(79)	(79)	(80)	318								18
<b>Total Uses</b>	108,680	127,011	383,150	134,179	236,653	366,690	253,751	345,315	288,792	330,094	330,182	391,923	3,296,419
<b>Ending Cash Balance</b>	\$191,943	\$201,450	\$320,456	\$424,338	\$275,632	\$485,632	\$308,968	\$469,932	\$221,423	\$282,790	\$236,497	\$327,475	

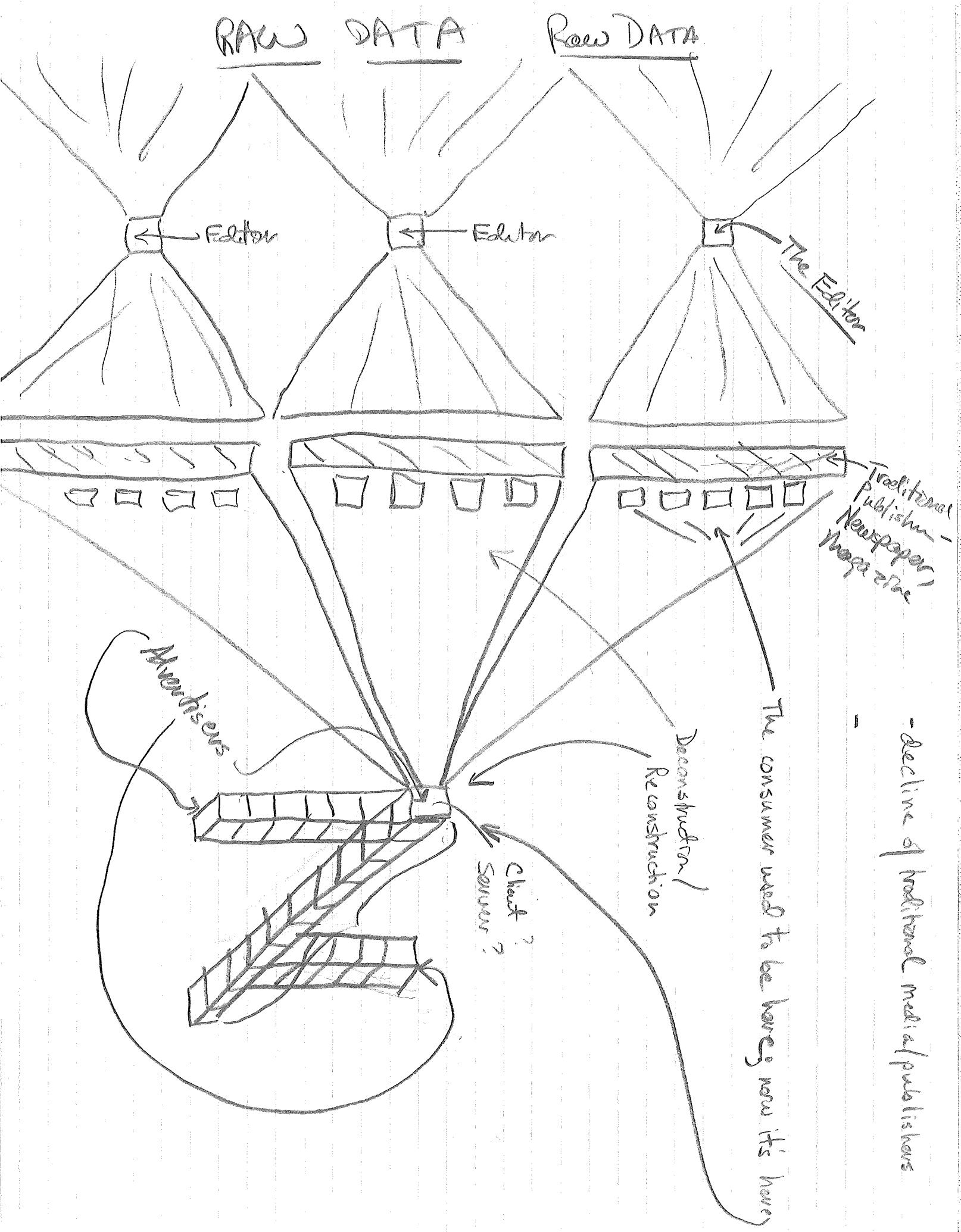
WAIS, Inc.  
FY1995 Balance Sheet Forecast

A/R days: 25

AR Days	Actual												FY1995 Balance Sheet Forecast												
	Jun-94	31	37	24	121	140	35	25	25	25	25	25	May-95	Jun-95											
<b>Current Assets</b>																									
Cash	\$134,341	\$191,943	\$201,451	\$320,459	\$424,339	\$275,633	\$485,633	\$308,969	\$469,933	\$221,424	\$282,791	\$236,498	\$327,476												
Accounts Receivable	\$101,023	196,910	225,500	514,026	323,954	375,419	228,667	308,333	166,667	282,315	186,481	260,185	278,519												
Deposits & Prepays	5,875	2,395	2,395	41,058	29,389	29,389	29,389	29,389	29,389	29,389	29,389	29,389	29,389												
<b>Total Current Assets</b>	<b>241,239</b>	<b>391,248</b>	<b>429,346</b>	<b>875,543</b>	<b>777,682</b>	<b>680,441</b>	<b>743,688</b>	<b>646,691</b>	<b>665,989</b>	<b>533,128</b>	<b>498,661</b>	<b>526,072</b>	<b>635,383</b>												
<b>Fixed Assets</b>																									
Furniture	4,741	4,741	4,741	9,064	9,064	14,064	30,799	30,799	30,799	35,799	35,799	35,799	35,799												
Equipment & Software	81,776	87,403	95,621	95,621	115,836	144,336	169,336	176,336	191,336	191,336	191,336	191,336	191,336												
Production Services	3,301	3,301	3,301	7,670	7,670	12,670	27,670	32,670	37,670	52,670	57,670	57,670	72,670												
Accumulated Depreciation	(30,053)	(32,651)	(35,479)	(38,499)	(42,081)	(46,593)	(52,300)	(58,619)	(65,494)	(72,785)	(80,299)	(87,812)	(95,742)												
<b>Net Fixed Assets</b>	<b>\$59,765</b>	<b>\$62,794</b>	<b>\$68,184</b>	<b>\$73,856</b>	<b>\$90,489</b>	<b>\$124,477</b>	<b>\$175,505</b>	<b>\$181,186</b>	<b>\$194,311</b>	<b>\$207,020</b>	<b>\$204,506</b>	<b>\$196,993</b>	<b>\$204,063</b>												
<b>Other Assets</b>	<b>3,815</b>	<b>3,735</b>	<b>3,656</b>	<b>3,577</b>	<b>3,497</b>	<b>3,815</b>																			
<b>Total Assets</b>	<b>\$304,819</b>	<b>\$457,778</b>	<b>\$501,186</b>	<b>\$952,976</b>	<b>\$871,668</b>	<b>\$808,732</b>	<b>\$923,008</b>	<b>\$831,692</b>	<b>\$864,115</b>	<b>\$743,963</b>	<b>\$706,982</b>	<b>\$726,880</b>	<b>\$843,261</b>												
<b>Current Liabilities</b>																									
Accounts Payable	114,206	\$124,559	\$54,953	\$50,121	\$50,235	\$42,358	\$59,601	\$54,124	\$74,783	\$48,033	\$47,455	\$73,555	\$60,705												
Accounts Receivable Line of Credit																									
Note Payable - B Kahle	48,711	48,711	48,711	48,711	48,711																				
Defered Revenue	79,235	79,235	79,235																						
Accrued Income Taxes	6,100	68,854	118,580	345,141	312,569	312,569	355,263	317,494	322,670	281,573	265,556	262,827	319,689												
<b>Total Current Liabilities</b>	<b>248,252</b>	<b>321,359</b>	<b>301,479</b>	<b>443,973</b>	<b>411,515</b>	<b>354,927</b>	<b>414,864</b>	<b>371,618</b>	<b>397,453</b>	<b>329,606</b>	<b>313,011</b>	<b>336,382</b>	<b>380,394</b>												
<b>Shareholders' Equity:</b>																									
Paid in Capital	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000												
Current Year Income (Loss)	31,187	79,870	143,157	446,333	397,485	391,138	445,476	397,406	403,994	351,689	331,303	327,830	400,199												
Retained Earnings (Deficit)	380	31,549	31,549	37,668	37,668	37,668	37,668	37,668	37,668	37,668	37,668	37,668	37,668												
<b>Total Equity</b>	<b>56,567</b>	<b>136,419</b>	<b>199,706</b>	<b>509,001</b>	<b>460,153</b>	<b>453,806</b>	<b>508,144</b>	<b>460,074</b>	<b>466,662</b>	<b>414,357</b>	<b>393,971</b>	<b>390,498</b>	<b>462,867</b>												
<b>Total Liabilities &amp; Equity</b>	<b>\$304,819</b>	<b>\$457,778</b>	<b>\$501,185</b>	<b>\$952,974</b>	<b>\$871,668</b>	<b>\$808,732</b>	<b>\$923,008</b>	<b>\$831,692</b>	<b>\$864,115</b>	<b>\$743,963</b>	<b>\$706,982</b>	<b>\$726,880</b>	<b>\$843,261</b>												

End of Year Cash Forecasts

Current Forecast	327,476
Last Forecast	591,656
Plan 94	287,550



- ① Where is the world going
- ② What does it need to get there?
- ③ Lots of buyers will have to use us to get there.

### - Dozen slides

- Mkt overview
  - what do we sell?
  - what do our customers buy
- Sales Model
  - scalable
  - recurring revenue
  - Who is the customer?
- Barriers to Entry
- Mgmt
- Problems & (to extent true) how we will solve them
  - critical mass of content
  - personalized newspapers
- Ops Plan
  - head count
  - sales
  - cash flow
  - geographical expansion
- Levels of Publishing
- Levels of Editing
- Shared audience
- Who will want to work with us
- Context
  - Deconstruction / Reconstruction of information
    - ↳ value to advertisers
  - Subversive (editors don't know they're being deconstructed)